



ABSTRAK

KOMUNIKASI INTERNAL PT JASA RAHARJA KANTOR WILAYAH D.I YOGYAKARTA DALAM MEWUJUDKAN LINGKUNGAN KERJA YANG POSITIF BERDASARKAN *TEORI HUMAN RELATIONS*

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Lingkungan kerja yang positif menjadi salah satu faktor penting dalam meningkatkan kinerja dan kepuasan pegawai. Penelitian ini mengangkat permasalahan mengenai bagaimana komunikasi internal diterapkan dalam upaya mewujudkan lingkungan kerja yang positif di PT Jasa Raharja Kantor Wilayah D.I. Yogyakarta. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan menggunakan teori *Human Relations* dari Keith Davis dengan delapan prinsip utama, seperti kepentingan individu, saling menerima, kepentingan bersama, keterbukaan komunikasi, partisipasi pegawai, identitas lokal, keputusan lokal, standar moral yang tinggi. Hasil penelitian menunjukkan bahwa komunikasi internal di PT Jasa Raharja Kantor Wilayah D.I Yogyakarta mencerminkan prinsip-prinsip *Human Relations*, yang ditunjukkan melalui hubungan kerja yang harmonis, keterlibatan karyawan dalam kegiatan internal, serta adanya ruang dialog yang terbuka antara pimpinan dan pegawai. Selain itu, penggunaan media komunikasi seperti grup *WhatsApp* dan forum seperti JR Muda turut mendukung terciptanya suasana kerja yang positif. Kesimpulannya, penerapan komunikasi yang bersifat personal, terbuka, dan partisipatif terbukti efektif dalam menciptakan lingkungan kerja yang mendukung dan produktif di Jasa Raharja Kantor Wilayah D.I Yogyakarta.

Kata Kunci: Komunikasi Internal, *Human Relations*, Lingkungan Kerja, Jasa Raharja DIY

ABSTRACT

INTERNAL COMMUNICATION OF PT JASA RAHARJA REGIONAL OFFICE OF D.I YOGYAKARTA IN CREATING A POSITIVE WORK ENVIRONMENT BASED ON HUMAN RELATIONS THEORY

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A positive work environment is one of the important factors in improving employee performance and satisfaction. This research raises the problem of how internal communication is implemented in an effort to create a positive work environment at PT Jasa Raharja D.I. Yogyakarta Regional Office. This research uses a qualitative approach with a case study method. Data was collected through in-depth interviews, observations, and documentation. Data analysis was carried out using the Human Relations theory of Keith Davis with eight main principles, such as individual interests, mutual acceptance, common interests, open communication, employee participation, local identity, local decisions, and high moral standards. The results of the study show that internal communication at PT Jasa Raharja D.I Yogyakarta Regional Office reflects the principles of Human Relations, which is shown through harmonious working relationships, employee involvement in internal activities, and the existence of an open dialogue space between leaders and employees. In addition, the use of communication media such as WhatsApp groups and forums such as JR Muda also supports the creation of a positive work atmosphere. In conclusion, the implementation of personal, open, and participatory communication has proven to be effective in creating a supportive and productive work environment at Jasa Raharja Regional Office D.I Yogyakarta.

Keywords: *Internal Communication, Human Relations, Work Environment, Jasa Raharja DIY*